Walmart U.S. Moves To Eliminate Synthetic Dyes Across All Private Brand Food Products

The retailer also intends to eliminate an additional 30 ingredients.

Key Insights

- Walmart is removing synthetic dyes and more than 30 other ingredients — like certain preservatives, artificial sweeteners and fat substitutes — from its U.S. private brand foods, including Great Value, Marketside, Freshness Guaranteed and bettergoods.
- Customers will still get the same great taste and value, with high quality options they can feel good about feeding their families.

Oct. 1, 2025 | 5 Min. Read | Business | Press Center

Editor's note: On Nov. 12, 2025, we updated this article to reflect changes to the list of additional ingredients being removed. The revised list now reflects "Lactylated Esters of Mon & Diglycerides" and no longer includes "Lactylated Esters of Mon & Diglycerides (OLEON)." Please review the updated information in the article for the most current details.

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BENTONVILLE, Ark., Oct. 1, 2025 — Walmart U.S. today announced it is moving to eliminate synthetic dyes and the use of an additional 30 ingredients, including certain preservatives, artificial sweeteners and fat substitutes from its private brand food products. This action is a significant step forward in its ongoing mission to provide customers with affordable, high-quality private brand products.

The change, which includes all Walmart U.S. food private brands such as Great Value, Marketside, Freshness Guaranteed and bettergoods, is in line with evolving customer preferences and in support of a more transparent food system.

> “Our customers have told us that they want products made with simpler, more familiar ingredients — and we’ve listened. By eliminating synthetic dyes and other ingredients, we’re reinforcing our promise to deliver affordable food that families can feel good about.”
>
> **John Furner, President and CEO, Walmart U.S.**

The move comes as part of Walmart’s journey to evolve its private brands in response to changing customer preferences. According to a new survey, Walmart customers are increasingly more interested in what’s in their food, with sixty-two percent of customers saying they want more transparency and fifty-four percent saying they review food ingredients.[1]

This growing trend among customers is in part why last year, the retailer launched bettergoods, a quality, chef-inspired private brand which includes a line of plant-based and “made without” items, with 70% of the items under $5.

While this move is one of the largest private brand reformulations in retail history, it isn’t the first time Walmart has removed ingredients customers don’t want. Today, about 90% of Walmart U.S. food private brand products are free from synthetic dyes.

“This commitment demonstrates how Walmart is responding to changing customer preferences, while also setting the standard for providing exceptional quality and innovation at an outstanding value,” said Furner.

The retailer is working with private brand suppliers to adjust formulations and source alternative ingredients, while preserving the same great taste customers have come to expect. Walmart customers will begin to see the reformulated products rolling out over the coming months, with longer lead time changes planned to wrap up by January 2027 at the latest.

Ingredients List

Synthetic Dyes Being Removed

Walmart U.S. is eliminating these 11 synthetic dyes from all private brand food products.

- FD&C Blue 1
- FD&C Blue 2
- FD&C Green 3
- FD&C Red 3
- FD&C Red 4
- FD&C Red 40
- FD&C Yellow 5
- FD&C Yellow 6
- FD&C Citrus Red
- FD&C Orange B
- Canthaxanthin

Additional Ingredients Being Removed

In addition to dyes, these 30 ingredients are also being removed from Walmart U.S. private brand foods.

- Titanium Dioxide
- Azodicarbonamide
- Dicotyl Sodium Sulfosuccinate (DSS)
- Sucrose Polyester
- Toluene
- Anisole
- Lye
- Morpholine
- Propylene oxide
- Sodium Stearyl Fumarate
- Stearyl tartrate
- Ficin
- Synthetic trans fatty acid
- Butylparaben
- Lactylated Esters of Mon & Diglycerides
- Methylparaben
- Propylparaben
- Calcium Bromate
- Potassium Bromate
- Bromated flour
- Neotame
- Advantame
- Phthalates
- Potassium Bisulfite
- Potassium Nitrate
- Potassium Nitrite
- Simplesse
- Sodium Ferrocyanide (aka Yellow Prussiate of Soda)
- Sucroglycerides
- Talc

Frequently Asked Questions

Why is Walmart taking dyes and other ingredients out of its food?

Walmart U.S. is removing synthetic dyes and more than 30 other ingredients — like certain preservatives, artificial sweeteners and fat substitutes — from its private brand foods. Customers told us they want simpler, more familiar ingredients, and this change helps create a more transparent food system.

Which Walmart brands will have these changes?

All Walmart private brand foods in the U.S. are included, such as:

- Great Value
- Marketside
- Freshness Guaranteed
- bettergoods

Will the food still taste the same?

Yes. Even with the changes, customers will still get the same great taste and value they expect — made with high-quality ingredients.

How soon will I see the updated products in stores?

Customers in the U.S. will begin to see reformulated products rolling out in the coming months, with all changes finished by January 2027.

Are most Walmart foods already free from synthetic dyes?

Yes. About 90% of Walmart U.S. private brand foods are already free from synthetic dyes today.

How is Walmart making sure the quality doesn't change?

Walmart is working with suppliers to update recipes and source alternative ingredients while keeping the same taste and quality that customers expect.

What dyes are being removed?

Walmart is eliminating 11 synthetic dyes from private brand foods in the U.S.:

- FD&C Blue 1
- FD&C Blue 2
- FD&C Green 3
- FD&C Red 3

- FD&C Red 4
- FD&C Red 40
- FD&C Yellow 5
- FD&C Yellow 6
- FD&C Citrus Red
- FD&C Orange B
- Canthaxanthin

What other ingredients are being removed?

In addition to dyes, Walmart U.S. private brand foods will no longer include 30 other ingredients, such as certain preservatives, artificial sweeteners and fat substitutes.

Ingredients being removed include:

- Titanium Dioxide
- Azodicarbonamide
- Dicotyl Sodium Sulfosuccinate (DSS)
- Sucrose Polyester
- Toluene
- Anisole
- Lye
- Morpholine
- Propylene oxide
- Sodium Stearyl Fumarate
- Stearyl tartrate
- Ficin
- Synthetic trans fatty acid
- Butylparaben
- Lactylated Esters of Mon & Diglycerides
- Methylparaben
- Propylparaben
- Calcium Bromate
- Potassium Bromate
- Bromated flour
- Neotame
- Advantame
- Phthalates
- Potassium Bisulfite
- Potassium Nitrate
- Potassium Nitrite
- Simplesse
- Sodium Ferrocyanide (Yellow Prussiate of Soda)
- Sucroglycerides
- Talc

Where can I find Walmart private brand foods with these changes?

Walmart private brand foods like bettergoods, Freshness Guaranteed, Marketside and Great Value are available in Walmart stores and online in the U.S., as reformulated products roll out.

Will all stores carry the updated items at the same time?

Products will roll out gradually across the U.S., with a goal of full implementation by January 2027.

Will prices increase on these private brand foods?

The company is committed to ensuring our private brands deliver great products to our customers at affordable prices.

How do I know if a product has been reformulated?

Customers can check ingredient labels as new products roll out over the coming months.

Why are some ingredients removed now if most products already don't use them?

This effort ensures all private brand foods are consistent and meet the same standard. It is something our customers are looking for.

Have other ingredients been removed in the past?

Yes. Walmart has previously removed ingredients customers said they didn't want, and about 90% of its private brand foods are already free from synthetic dyes.

Why does it take until 2027 to finish?

Reformulating products and working with suppliers requires time to adjust recipes and source alternatives, while keeping the same taste customers expect.

[1] Data source: Walmart Customer Insights: National Survey July 2025

About Walmart

Walmart Inc. (NYSE: WMT) is a people-led, tech-powered omnichannel retailer helping people save money and live better — anytime and anywhere — in stores, online, and through their mobile devices. Each week, approximately 270 million customers and members visit more than 10,750 stores and numerous eCommerce websites in 19 countries. With fiscal year 2025 revenue of $681 billion, Walmart employs approximately 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting corporate.walmart.com, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at linkedin.com/company/walmart.

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